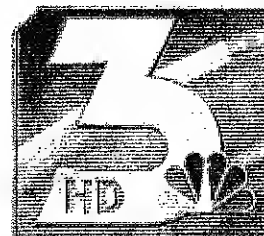


## ORDER



KSNV

**Orders**  
**Order / Rev:** 106602  
**Alt Order #:** 06852462  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2690  
**Flight Dates:** 09/17/12 - 09/30/12  
**Original Date / Rev:** 09/14/12 / 10/02/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Heck, Joe for Congress *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	57	\$34,275.00	\$29,133.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$34,275.00	\$29,133.75	0.00
<b>Totals</b>	<b>57</b>	<b>\$34,275.00</b>	<b>\$29,133.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	30%	\$34,275.00
Market	100%	\$114,250.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$34,275.00
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	30%	\$34,275.00
KTUD	0%	\$0.00
KVVU	10%	\$11,425.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/Wagners	6-7a		MTWT---	:30	4	\$450.00	2	0.00	NM	8	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWT---			4			\$450.00		0.00			

Order / Rev: 106602  
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Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2690  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount		
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	MTWT---	:30	4	\$450.002		0.00	NM	8	\$3,600.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWT---					4	\$450.00		0.00					
		Week: 09/24/12	09/30/12	MTWT---					4	\$450.00		0.00					
E 2	KSNV	09/17/12	09/28/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	5	\$550.002		0.00	NM	10	\$5,500.00		
TODAY SHOW																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWTF--					5	\$550.00		0.00					
		Week: 09/24/12	09/30/12	MTWTF--					5	\$550.00		0.00					
E 3	KSNV	09/17/12	09/28/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	5	\$725.002		0.00	NM	10	\$7,250.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWTF--					5	\$725.00		0.00					
		Week: 09/24/12	09/30/12	MTWTF--					5	\$725.00		0.00					
E 4	KSNV	09/17/12	09/28/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-W-F--	:30	3	\$725.002		0.00	NM	6	\$4,350.00		
WHEEL																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	M-W-F--					3	\$725.00		0.00					
		Week: 09/24/12	09/30/12	M-W-F--					3	\$725.00		0.00					
E 5	KSNV	09/17/12	09/28/12	Face to Face/Ralston Rep Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$400.002		0.00	NM	10	\$4,000.00		
FACE TO FACE																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWTF--					5	\$400.00		0.00					
		Week: 09/24/12	09/30/12	MTWTF--					5	\$400.00		0.00					
E 6	KSNV	09/17/12	09/27/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWT---	:30	4	\$750.002		0.00	NM	8	\$6,000.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	MTWT---					4	\$750.00		0.00					
		Week: 09/24/12	09/30/12	MTWT---					4	\$750.00		0.00					
E 7	KSNV	09/22/12	09/30/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$750.002		0.00	NM	2	\$1,500.00		
NEWS																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----SS					2	\$750.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
	1	KSNV	09/17/12-09/23/12	Sa-Su News 3 at Eleven		11pm-1135pm	-----SaSu	:30		(\$750.00)		0.00	NM				
	Unresolved																
	[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----SS					2	\$750.00		0.00					
	4	KSNV	09/24/12-09/30/12	Sa-Su News 3 at Eleven		11pm-1135pm	-----SaSu	:30		(\$750.00)		0.00	NM				
	Unresolved																
	[.NOT AVAILABLE RATE] NOT AVAILABLE RATE																
E 8	KSNV	09/22/12	09/29/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00		
SAT TODAY																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>					
		Week: 09/17/12	09/23/12	-----S-					1	\$225.00		0.00					
		Week: 09/24/12	09/30/12	-----S-					1	\$225.00		0.00					
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>				
	2	KSNV	09/24/12-09/30/12	Saturday Today		7a-9am	-----Sa--	:30		(\$225.00)		0.00	NM				
	Unresolved																
	[PGM CHG = 5A-6A]																
E 9	KSNV	09/23/12	09/30/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$200.003		0.00	NM	0	\$0.00		

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Estimate: 2690  
KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	-----S			1		\$200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/17/12-09/23/12		Sunday Today		7a-8am		-----Su	:30	(\$200.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
Week:		09/24/12	09/30/12	-----S			1		\$200.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSNV	09/24/12-09/30/12		Sunday Today		7a-8am		-----Su	:30	(\$200.00)		0.00	NM		
Unresolved															
[.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
E 11	KSNV	09/28/12	09/28/12	Fri 10-11p	CM	10-11pm	----F--	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
				Friday Prime 10-11pm											
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	----F--			1		\$1,400.00		0.00				
N 12	KSNV	09/19/12	09/21/12	Dr. Phil	CM	3-4p	--WTF--	:30	1	\$450.00	1	0.00	NM	1	\$450.00
				Dr Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/17/12	09/23/12	--WTF--			1		\$450.00		0.00				
Totals														57	\$34,275.00